

Serial No. : 10/782,167
Filed : February 19, 2004

REMARKS

In the office action, the examiner objected to Claims 2-8 and 10-16. It is stated that in line 1 of Claims 2-8 and 10-16, the phrase "A guest data management" should be --The guest data management--. The applicant does not agree with the examiner's objection which has no legal basis. Nonetheless, the applicant has amended Claims 2-8 and 10-16 as required in the office action to accelerate the examination procedure of this case.

In the office action, the examiner rejected Claims 1-16 under 35 U.S.C. 103(a) as being unpatentable over Brunts et al. (U.S. Patent No. 5,887,269) in view of Abbott et al. (U.S. Publication No. 2007/0022384) and in further view of Peterson (U.S. Application Publication No. 2004/00193515). The applicant respectfully disagrees with the examiner regarding the interpretation of the cited references. Nevertheless, in the previous response and the current response, the applicant has amended Claims 1 and 9 to more clearly differentiate the features of the present invention from the technologies disclosed by the cited references.

Specifically, the independent Claims 1 and 9 include the recitation indicating that (1) the guest database stores at least information on names and titles of guests and information on destinations associated with the guests, (2) the information is created by a user based on a previous visit to the destination with a guest, and (3) the destination is set in the navigation system

Serial No. : 10/782,167
Filed : February 19, 2004

for route guidance based on the information retrieved from the guest database for the next travel with the same guest.

The feature (1) regarding the name and title of the guest is supported by the original description of the instant application, for example, at page 12, lines 1-10 with reference to Figure 4D, and at page 15, lines 8-23 with reference to Figure 6A, the latter reads as follows:

Figures 6A-6D are schematic diagrams showing display examples of the present invention for editing a selected category of guest data. Figure 6A is a display example of the navigation system of the present invention where the user has selected "Edit Guest Information" in the activity selection screen of Figure 5C. In this process, the user creates and edits the information regarding a particular guest based on a prior visit to a particular destination. In this example, the items of the guest information include a name of a guest, a company of the guest, title and position of the guest in the company, relationship with the user, guest's interests such as hobbies, photos of the guest, records of previous destinations and the routes to the destinations. The photo data are preferably produced by a digital camera or the like and stored in the guest database to reproduce the image of the guest.

The feature (2) regarding the creation of information based on the previous visit to the destination with the guest is supported by the original description of the instant application, for example, at page 10, lines 3-12 with reference to Figures 4A-4H, and at page 12, lines 11-25 with reference to Figure 4E, which read as follows:

Figures 4A-4H schematically show an example of various categories or parameters and relationships among the categories for creating the guest database in the guest data management apparatus of the present invention. Based on these data categories, the user creates the guest database by supplying information obtained through

Serial No. : 10/782,167
Filed : February 19, 2004

the previous visits to a particular destination with a particular quest or through the user's previous visits without any quest. Other categories of information can be added, or some of the categories of information in this example can be eliminated.

Figure 4E is an example of "Destination Visit Information" which is specific information on the destination base on the previous visit to the destination. Unlike the generic information on the destination stored in the process of Figures 4A and 4B, the example of Figure 4E lists the specific information on the particular destination. This example lists entry items regarding the destination including a number of times of visiting the destination, a schedule for next visit, comments by the quest regarding the destination, records of activities at the destination, recommendation to others, and a note regarding special comments and impressions. The user selects one of the items to input the specific data on the selected destination and repeats this process for other items to fill-in the specific information on the destination.

The feature (3) regarding setting the destination in the navigation system for route guidance based on the information retrieved from the quest database for the next travel with the same quest is supported by the original description of the instant application, for example, from page 19, line 16 to page 20, line 2, which reads as follows:

Upon entering the place to visit, the navigation system can calculate the route to the destination and the user will drive to that location. The navigation system can automatically record the place name, address, the time and date of making the visit to the place. Moreover, the navigation system can record the calculated route as well as the actual route the user took and the time required to reach that destination, etc. When the user enters the next destination, the navigation system of the present invention repeats the procedure described above and adds all the information to the quest database that can be edited and extracted thereafter.

In the quest data management method and apparatus of the present invention, the navigation system allows the

Serial No. : 10/782,167
Filed : February 19, 2004

user to extract the places visited with a particular guest by first entering the name of the guest or select the name from the guest name list. The next time the user has to guide the same guest, information regarding the previous reception has already been entered and the user can make an informed decision as to which place is most suitable to the quest. Thus, the user needs not to recall the prior experience or to perform complex operations of the navigation system.

Namely, the present invention is directed to the guest data management method and apparatus to create, edit and retrieve the information concerning the guest so that the user is able to entertain the guest in the most satisfactory manner at the most appropriate destination selected through the use of the guest database. Such a selected destination is in the real world, and the user updates or modifies the information every time when he/she has visited the destination in the real world. The present invention is not related to the computer games, or something that a user can experience in a virtual world such as the one seems to be shown in the cited Abbott et al. reference.

To fully entertain the guest, the guest database stores at least information on the name and title of the guest and information on the destination associated with the particular guest where such information is created by a user based on a previous visit to the destination with a quest. When the next travel with the same guest has to be made, the user sets the destination in the navigation system for route guidance based on the information retrieved from the guest database. Such essential features of the

Serial No. : 10/782,167
Filed : February 19, 2004

present invention are not shown or suggested by the cited references as discussed below.

For example, the description in the cited Brunts et al. reference merely shows the content of the memory card, typically the information on points of interest, but does not show the database specifically related to the situation where a user takes a guest to a destination to entertain the guest. Each memory card would contain a selected type of data base as for example a camping information directory, a business directory, a restaurant/hotel directory, etc. for covering a given geographic area. Each memory card provides categorized destinations with corresponding latitude and longitude position coordinates within a predefined territory and also includes alphanumeric text information pertaining to each of the destinations. For example, a business directory data base may provide business names, address locations, phone numbers and business operating hours, as well as other types of information. The cited Brunts et al. reference, however, does not show anywhere the idea of storing the information on the "names and titles of the quests" and the "destinations associated with the guests based on the previous visit to the destination with the guest" in the database, which are essential to the present invention.

The cited Abbott et al. reference shows the idea of creating and using theme-related information through wearable personal computer. The techniques are described for creating, modifying, analyzing, characterizing, distributing, modeling, and using themes

Serial No. : 10/782,167
Filed : February 19, 2004

that represent a context of a user. The themes each include related sets of attributes that reflect the context of the user, including: (1) the user's mental state, emotional state, and physical or health condition; (2) the user's setting, situation or physical environment (including factors external to the user that can be observed and/or manipulated by the user, such as the state of the user's wearable computer); and (3) the user's logical and data telecommunications environment (or "cyber-environment," including information such as email addresses, nearby telecommunications access such as cell sites, wireless computer ports, etc.) (see paragraph 0029).

In the office action, the examiner indicates that the cited Abbott et al. reference displays separate profiles for user and his friends or colleagues who he goes out to lunch with. The applicant has amended Claims 1 and 9 to more clearly differentiate the present invention from the technologies disclosed by the cited references. As noted above, the features that the guest database stores (1) at least information on names and titles of guests and information on destinations associated with the guests, (2) where such information is created by a user based on a previous visit to the destination with a guest, and (3) the destination is set in the navigation system for route guidance based on the information retrieved from the guest database for the next travel with the same guest, have been added.

Serial No. : 10/782,167
Filed : February 19, 2004

Although it shows that the themes are modified or renewed by the user, the cited Abbott et al. reference is unrelated to the quest database for selecting the best destination to entertain a particular guest under the present invention. The guest data management method and apparatus of the present invention enables to create, edit and retrieve the information concerning the name and title of the guest, which is not shown or suggested by the cited Abbott et al. reference, so that the user is able to entertain the guest in the most appropriate manner at the destination. Such a selected destination is in the real world, and the user updates or modifies the information every time when he/she has actually visited the destination in the real world with or without guest. The information on the destination is created by a user based on a previous visit to the destination with a guest, which is not shown or suggested by the cited Abbott et al. reference. Further, it is apparent that the step or means for setting the destination in the navigation system for route guidance based on the information retrieved from the quest database for the next travel with the same guest whose information is stored in the quest database in the present invention is not shown or suggested by the cited Abbott et al. reference.

It appears that the activities disclosed by the cited Abbott et al. reference are confined within the computer operation, i.e., in the virtual world (cyber-environment). The cited Abbott et al. reference does not show the idea of actually taking the guest to

Serial No. : 10/782,167
Filed : February 19, 2004

the destination, or editing the information in the database every time when the user has visited the destination as stated in the present invention which are taken place in the real world. Therefore, the cited Abbott et al. reference does not show the essential features of the present invention.

The cited Peterson reference discloses an account planning tool which is comprised of computer software for organizing information concerning an account of an organization into a plurality of account planning categories, the account being associated with a client of the organization. The account planning tool comprises a relationship management category comprising relationship information. The relationship information comprises client surveys and a relationship development plan for developing personal relationships with the client. The account planning tool also comprises a growth category comprising growth information. The growth information comprises information regarding the background of the client and a new business development plan. The account planning tool also comprises a delivery category comprising delivery information. The delivery information comprises information regarding an information technology plan for aligning a client's technology with business needs of the client and delivery project plans for ensuring that certain contracted for services are delivered.

Serial No. : 10/782,167
Filed : February 19, 2004

The examiner has cited this Peterson reference because it shows the reference to name of the client and title of the client in the paragraph [0097] as follows:

[0097] The key client biographical information may include the name of the client, a title of the client, a nickname of the client, a phone number of the client, one or more assistants' names and phone numbers of the client, educational information of the client (e.g., degree type/where from), the birth date of the client, the hometown of the client, previous employer/title information of the client, hobbies and charities of the client, favorite restaurants of the client, trade organizations associated with the client, or any other suitable information according to particular needs. Information in these fields may be used to help understand the client and to establish a positive relationship with the client.

It is clear that the cited Peterson reference is directed to the accounting tool which is unrelated to the navigation system. Today, almost all electric devices include computers each having a database for data processing. It is unreasonable that the database for the accounting tool which is totally unrelated to the subject matter of the present invention, navigation system, is cited as a basis of obviousness. Nonetheless, the cited Peterson reference does not show or suggest the essential feature (3) of the present invention for setting the destination of travel in the navigation system for the next travel with the same guest based on the information retrieved from the guest database.

Therefore, the applicant respectfully submits that the present inventions defined in Claims 1-16 are not obvious over the cited references cited Abbott et al., the cited Brunts et al., and the cited Peterson taken singly or in combination.

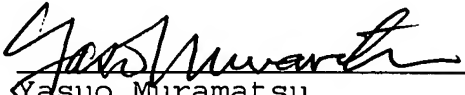
Serial No. : 10/782,167
Filed : February 19, 2004

Under the circumstances, the applicant believes that the present application is in condition for allowance, and the applicant respectfully requests that the present application be allowed and passed to issue.

Respectfully submitted,

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Dated: 12/3/08

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